

# NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 03/01/91

## PM

NATIONAL/REGIONAL	VOLUME (MM)	RETAIL SHARE	SHIPMENT SHARE		
			WEEK	4 WK	CUME
Bristol	128.08	1.2 *	1.75	1.83	1.36
Bucks	22.56	0.5 *	0.31	0.42	0.62
Marlboro Men Box - Reg 1	2.10	N/A	0.15	0.16	0.25
<u>TEST MARKET</u>					
Next De-Nic - Tampa	0.10	0.4 #	0.11	0.12	0.43
B&H De-Nic - Arizona	0.53	1.1 #	0.85	1.74	0.59
<u>Marlboro Ultra Lights</u>					
Indianapolis (B/W)	1.74	1.5 #	2.13	1.53	1.13
Portland (R/C)	0.91	1.2 #	0.97	0.92	0.68
Nashville (R/W)	0.58	1.6 #	1.01	1.04	1.33
<u>Cartier</u>					
Los Angeles	0.00	0.5 #			
San Francisco	0.00	N/A			
San Diego	0.00	N/A			
<u>Bucks</u>					
Arizona	0.56	0.5 #	0.64	0.71	0.69
Birmingham	0.26	0.8 #	0.37	0.45	0.67

\* New Nielsen

\*\* Convenience Scanning

# Retail Audit

## COMPETITIVE

NATIONAL/REGIONAL	SHARE	
	RETAIL	MONTHLY SHIPMENT
Camel Ultra Lights	0.4 *	0.5
Misty	0.3 *	0.5
Heritage	0.2 *	0.1
Sterling	0.2 *	0.1
Viceroy KSF Box	0.1 *	0.1
<u>TEST MARKET</u>		
Horizon - Atlanta	0.5 #	0.4
<u>Dakota</u>		
Houston	0.3 **	LT 0.1
Nashville	0.3 #	0.1
Dakota (Slide Box)	N/A	0.3
<u>Kool Deluxe</u>		
Houston	0.5 **	0.4
Hawaii	0.7 ***	0.5
Bull Durham - N.H./CA (part)	0.2 ***	0.2
<u>Style</u>		
Hartford (FM)	0.3 ***	0.3
New Orleans (PV)	0.1 ***	0.6

\*\*\* ICC

\*\*\*\* Scanning Supermarkets

8206900902